

# The Evening Telegram

**1920**  
First Four Months  
The Evening Telegram  
PUBLISHED  
1,234,366 Lines  
Agate Classified  
Advertising

And The New York Herald were the Only Established Want Ad Mediums in Manhattan to Show a Substantial Gain in Agate Classified Advertising the First Four Months of 1921, Ending April 30, Over the Same Period Last Year

**1921**  
First Four Months  
The Evening Telegram  
PUBLISHED  
1,261,591 Lines  
Agate Classified  
Advertising

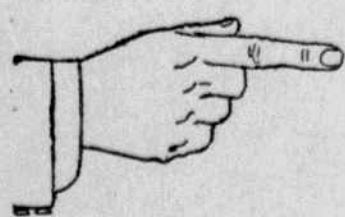
**This Gain Is Very Significant When It Is Remembered That Last Year Was the Biggest Classified Year in the History of Newspapers.**

**T**HERE is no mystery or magic in the making of a record such as this. It is simply the result of sincere "Service Plus Results" to readers and advertisers. Alphabetically arranged ads, perfectly indexed, increase result power. Sudden spurts mean little in the business race. It is the one who steadily forges ahead who breasts the tape.

**A**N advertising increase over 1920 is striking evidence that advertisers find it pays to use a 100 per cent. result power medium. This statement presents a weight of evidence that may properly be the basis of some "hard thinking" on the part of every merchant and manufacturer who has either merchandise or service he desires to sell in this great market.

*The Evening Telegram Publishes More Paid Want Advertising Than All the Other New York Evening Newspapers Combined, and in Some Classifications More Than All the Other New York Newspapers Combined, Including Both Morning and Evening.*

**The Reason for This Splendid Showing Is To Be Found in the One Word**



# RESULTS

